



ELENA DIXON

Creative Specialist | Communications & Digital Content

<https://www.storybooq.com/>

ABOUT

I am a creative specialist with extensive experience in managing and designing content/campaigns across digital, social, print and video for startups, advocacy organisations, public health and corporate clients.

EDUCATION

Bachelor of Fine Arts,
Honours
2006-10
University of NSW,
College of Fine Arts (COFA)

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe InDesign
Canva
Figma
Blender

TECHNICAL SKILLS

Camera
Sound Recording
Lighting

EXPERIENCE

Content Design, Motion & Video, Project Manager Storybooq Animation & Design (Sole Trader)

Jan 2019 - Current

- Drive all aspects of the creative output, including ideation, script writing, storyboarding, audio production and motion graphics.
- Prepare and manage customer quotes, budgets and production timelines.

Creative Manager Foodkit (Foodtech Startup)

Dec 2016 - Jan 2019

- Led the development of brand and digital presence for a foodtech and delivery platform, including website design, product landing pages, UX/UI assets and marketing.

Programming & Distribution Manager MTV EXIT- Viacom Media Networks

Nov 2013 - Nov 2015

- Developed and implemented an integrated content distribution strategy for a youth-focused anti-trafficking campaign across the Asia-Pacific, ensuring alignment with objectives and partner requirements.

Content Programmer BBC Worldwide

Feb 2010 - Aug 2013

- Forward planning for the channels schedule to create monthly themes and seasonal events -forecasting the programming long term, up to a year ahead through primetime, daytime & mid-dawn.
- Identifying publicity opportunities and working with the marketing and publicity teams to implement successful campaigns that increase ratings, interest and awareness in the channels programs.